

**III International Hotel Forum  
Almaty City, 20-21<sup>st</sup> of June, 2017**

**AGENDA**

<b>DAY 1, 20<sup>th</sup> of June, 2017</b>		
<b>Time</b>	<b>Theme</b>	<b>Speaker</b>
09.00-10.00	<b>REGISTRATION OF FORUM PARTICIPANTS WELCOME COFFEE-BREAK</b>	
09.30-10.00	<b>PRESS-CONFERENCE WITH MASS-MEDIA REPRESENTATIVES</b>	<b>Kazakhstan Press Club</b>
<b>THE OFFICIAL OPENING CEREMONY OF THE FORUM</b>		
10.00-10.20	<b>Welcome address</b>	<b>Assel Zhunusova</b> Deputy of Mayor of Almaty city
<b>10.15-13.00</b>	<b>SESSION 1. ALMATY CITY AS A TOURIST DESTINATION. REALITY, PROBLEMS AND CHALLENGES</b>	
	<b>Moderator of 1<sup>st</sup> session</b>	
10.15-10.30 Plenary meeting	Plans of Akimat of Almaty city on development of tourism	Tourism and Foreign Affairs Department of Almaty city
10.30-11.00 Plenary meeting	Contemporary state and prospects of development of the tourist and hotel markets of the Republic of Kazakhstan	<b>Rashida Shaikenova</b> President Kazakhstan Association of Hotels & Restaurants
<b>11.00-11.30</b>	<b>COFFEE-BREAK</b>	
<b>11.30-13.00</b>	<b>SESSION 2. MANAGEMENT OF THE HOTELS. METHODS AND TECHNOLOGIES</b>	
11.30-12.00 Plenary meeting	Hotel market - modern management models	<b>Vadim Prasov</b> General Director Management Company «Alliance Hotel Management» Russia
12.00-13.00 Discussion	Experience of professionals - guide for the manager of the hotel	<b>Moderator:</b> <b>Vadim Prasov</b> General Director Management Company «Alliance Hotel Management» Russia  <b>Participants:</b> <b>1. Dmitriy Rebrin</b> General manager Holiday Inn Almaty <b>2. Gulnur</b>

		<p><b>Abzhanova</b> Managing Director «Well Sleep»</p> <p><b>3. Ruslan Sultanov</b> Hotel Operations Manager Capital Partners</p> <p><b>4. Almas Mukashev</b> Managing service accommodation The mountain resort "Forest fairy Tale"</p> <p><b>5. Anna Zharkova-Monich</b> Director of the room fund Hotel «Berkana»</p>
<b>13.00-14.00</b>	<b>LUNCH FOR FORUM PARTICIPANTS</b>	
14.00-14.30 Plenary meeting	How to manage a hotel in a constantly changing economic situation	<p><b>Stiphan Beher</b> General Manager Golden Tulip Hospitality Group New Zealand</p>
14.30-15.00 Plenary meeting	Hotel as a business, cultural and social center in the city infrastructure	<p><b>Maria Znova</b> Director Business Development Russia &amp; CIS The Rezidor Hotel Group Russia</p>
<b>15.00-15.30</b>	<b>COFFEE-BREAK</b>	
15.30-16.30 Discussion	What is a "good hotel"? Standards of hotel services - experience of international hotel chains	<p><b>Moderator:</b> <b>Nurlan Alimzhanov</b> General Manager Hotel «Worldhotel Saltanat»</p> <p><b>Participants:</b></p> <p><b>1. Alexey Vyshnevsky</b> Front Office Manager The Dostyk Hotel</p> <p><b>2. Gulnara Sattybaeva</b> Director of Marketing Rahat Palace Hotel</p> <p><b>3. Nina Philippova</b> Director</p>

		<p>Hotel «Tahar»</p> <p><b>4. Botagoz Tulepbergenova</b> Managing Manager Hotel «Grand Sapphire»</p> <p><b>5. Alexandr Berner</b> Director Hotel «Kazzhol»</p>
16.30-17.00 Discussion	Portrait of a consumer of hotel services. What services are chosen by the guest today.	<p><b>Moderator:</b> <b>Jens Weber</b> General Manager The Tien Shan Hotel Group</p> <p><b>Participants:</b></p> <p><b>1. Vyacheslav Massalitin</b> Acting Director of Rooms Rahat Palace Hotel</p> <p><b>2. Zakaria Tamni</b> Director of Rooms and Guest Relations Rixos Almaty Hotel</p> <p><b>3. Sergey Zorya</b> Managing Director Mountain Hotel Reykjavik</p> <p><b>4. Kamza Nugumanov</b> Director Hotel «Alma»</p> <p><b>5. Marina Starikova</b> Sales Manager The Dostyk Hotel</p>
17.00-17.30 Discussion	Almaty hostels market - yesterday, today, tomorrow	<p><b>Moderator:</b> <b>Natalya Sergeyenkova</b> Vise-president Kazakhstan Association of Hotels &amp; Restaurants</p> <p><b>Participants:</b></p> <p><b>1. Shakir Isslambakiyev</b> Director Hostel “Dom”</p>

		<p><b>2. Alisher Kapash</b> Director of hostels chain “Super”</p> <p><b>3. Raikhan Belyalova</b> Director Almaty Central Hostel</p> <p><b>4. Svetlana Dauletalina</b> Director Sky Hostel</p> <p><b>5. Alexandr Aknazarov</b> Manager Hostel “74/76”</p>
17.30-18.00	<b>COMPETITION OF PROFESSIONAL SKILLS</b> <i>(the theme of the professional competition will be announced on the forum)</i>	
18.20-21.00	<b>GALA DINNER</b>	
<b>DAY 2, 21<sup>st</sup> of June, 2017.</b>		
10.00-15.00	<b>SESSION 3. PERSONNEL - GUARANTEE OF HOTEL SERVICES QUALITY</b>	
10.00-10.30 Plenary meeting	The corporate code of the hotel or how to change the attitude of employees to work once and for all	<b>Alexey Volov</b> Managing partner Hotelite Group Russia
10.30-11.00	<b>COFFEE-BREAK</b>	
11.00-12.00 Discussion	How much does a good service cost? Secrets of star managers.	<p><b>Moderator:</b> <b>Galiya Utebekova</b> Director Kazakh-Swiss Institute of Tourism, Catering and Hotel Business</p> <p><b>Participants:</b></p> <p><b>1. Irina Cherepkova</b> Chief-leader outlet chef lifer The Ritz-Carlton Almaty</p> <p><b>2. Regis Daniel</b> Deputy Director Chagala Management Representative of Association Eskofie Kazakhstan</p> <p><b>3. Tatyana Simonenkova</b> Director департамента по управлению</p>

		<p>персоналом Rixos Almaty Hotel</p> <p>4. <b>Mukhtar Zhunussov</b> <b>Project manager</b> Expert in the restaurant business</p> <p>5. <b>Maxim Cherenko</b> Assistance Director Sales&amp;Marketing Ramada Almaty Hotel</p>
12:00-13:00	Hour without ties general hotel managers	Tourism and Foreign Affairs Department of Almaty city
12.00-13.00	<b>THEMATIC MASTER CLASSES:</b>	
	1. Theme: "Involvement of staff. People – this is important"	<b>Expert:</b> Rifat Abdramanov President of company «HR Capital»
	2. Theme: "Cycle the Shewhart-Deming: the stages of production management"	<b>Expert:</b> Natalya Sergeyenkova KAGIR vise-president
	3. Theme: "How to make occupancy of hotels in crisis (effective marketing and sales tools)"	<b>Expert:</b> Yusup Karadalyiev Business consultant. B2B marketing. The author of the book "Low-budget Marketing.KZ"
	4. Innovative technologies for cleaning rooms in the hotel	<b>Alexey Volov</b> Managing partner Hotelite Group Russia
	5. Algorithm of service in the restaurant	<b>Shyngys Mukhametzhanov</b> Supervisor Brasserie Restaurant Rixos Almaty Hotel
<b>13.00-14.00</b>	<b>LUNCH FOR FORUM PARTICIPANTS</b>	
14.00-14.30 Plenary meeting	Investing in people	<b>Dr. John Burgess</b> Vice-rector, Academic adviser on hotel and restaurant business Manchester United Kingdom
14.30-15.30	<b>SESSION 4. MARKETING IN THE HOTEL</b>	

<p>14.30-15.30 Discussion</p>	<p>Analysis of the results of marketing policy in hotels. Loyalty programs.</p>	<p><b>Moderator:</b> <b>Alexey Volov</b> Managing partner Hotelite Group Russia</p> <p><b>Participants:</b></p> <ol style="list-style-type: none"> <li><b>1. Karlygash Korgasbayeva</b> Director of Sales&amp;Marketing Holiday Inn Almaty Hotel</li> <li><b>2. Katya Sowa</b> Director of Sales&amp;Marketing The Ritz-Carlton Almaty Hotel</li> <li><b>3. Bulat Arstanov</b> Director Scientific Research Institute of Tourism at the Kazakhstan Academy of Sport and Tourism</li> <li><b>4. Zhanar Rakhimbekova</b> Ph.D., Associate Professor Almaty Management University</li> <li><b>5. Zhazira Kulbuldinova</b> <b>Head of Sales</b> <b>Department</b> Grand Hotel Tien- Shan</li> </ol>
<p><b>15.30-15.40</b></p>	<p><b>PICK-UP ON SIGHTSEEING TOUR IN ALMATY</b></p>	
<p><b>15.40-19.30</b></p>	<p><b>SIGHTSEEING TOUR IN ALMATY</b></p>	
<p><b>19.30-22.00</b></p>	<p><b>DINNER FOR INTERNATIONAL EXPERTS</b></p>	